



PACKAGE 1

# ESSENTIALS

\$2,495

## OPERATIONAL HEALTH CHECK

Identify opportunities,  
improve efficiency and create  
a stronger foundation  
for long-term success.



CLARITY TODAY.  
A STRONGER  
TOMORROW.

# RockStar XO, LLC

## WHAT YOU GET

# OPERATIONAL HEALTH CHECK

**\$2,495**

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- **Restaurant operational assessment**  
Review day-to-day service, kitchen workflow, and management practices.
- **Food and labor cost analysis**  
Evaluate COGS, scheduling, staffing, and opportunities to improve margins.
- **Menu, pricing and vendor review**  
Identify pricing gaps, purchasing opportunities, and waste reduction priorities.
- **Cleaning and inspection-readiness review**  
Flag operational risks and practical sanitation improvements.
- **Excel tracking tools and written action plan**  
Receive useful management trackers and a prioritized roadmap.
- **Social media account review**  
Receive five actionable ideas to strengthen your online presence.

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## REAL EXPERIENCE. REAL SOLUTIONS. MEASURABLE RESULTS.

Scope and timelines are tailored to the restaurant and confirmed in writing.

Third-party services and optional monthly social media support are quoted separately.

## PACKAGE 1 | ESSENTIALS

# Operational Health Check

Investment: \$2,495 per restaurant location | One-time assessment engagement

A focused, practical assessment for restaurant owners who want to understand what is happening inside their business, identify costly operational gaps, and leave with a clear plan for improvement.

This is an assessment-and-action-plan package, not a complete operational turnaround. RockStar XO evaluates existing practices, explains the findings, and provides tools the restaurant can continue using.

### What your investment includes

- Initial owner/GM discovery meeting and operating-goal review.
- Review of available sales, food-cost, purchasing, labor, inventory and menu-pricing information.
- On-site observation of kitchen, bar (if applicable), service, sanitation and daily management routines.
- High-level equipment-care, cleaning and inspection-readiness review.
- Vendor and social-media presence assessments with practical recommendations.
- Four editable Excel management workbooks and an orientation to their use.
- Written findings, prioritized corrective-action plan and final owner/GM review meeting.

Engagement structure: Typically completed over 2-3 scheduled assessment days, plus off-site analysis and reporting. Exact on-site hours and delivery dates are confirmed in the signed scope of work.

## 01 | DISCOVERY & FINANCIAL REVIEW

We begin by learning how the restaurant actually operates: its concept, revenue mix, staffing model, ownership priorities, current challenges and available reporting.

### Food cost / COGS review

- Compare reported food and beverage cost against available sales and inventory records.
- Review purchasing invoices, major product costs, waste and portion-control practices.
- Identify potential causes of unexplained cost fluctuations, including receiving, storage, recipe consistency and pricing.
- Explain the difference between purchases and true inventory-adjusted COGS when records permit.

### Labor & scheduling review

- Review labor expense as a percentage of sales, available hours and staffing patterns.
- Compare coverage with busy and slow sales periods and identify avoidable overtime or gaps.
- Assess manager scheduling practices, cross-training opportunities and deployment efficiency.

### Menu & pricing review

- Spot-check selected menu items for ingredient cost, selling price and portion consistency.
- Flag possible underpriced products, low-margin items and opportunities for further recipe costing.
- Provide practical pricing and menu-mix recommendations; full menu redesign is reserved for higher tiers.

Required client records, when available: recent POS sales reports, payroll/labor summaries, invoices, inventory counts, current menus, schedules and operating procedures. Missing records are documented rather than estimated as facts.

## 02 | ON-SITE OPERATIONAL ASSESSMENT

Our assessment looks beyond the numbers. We observe how the restaurant is managed, how the team executes its daily work, and which systems may be contributing to financial loss or inconsistent guest experiences.

### Areas evaluated

- Kitchen & preparation: station readiness, storage, labeling, portion control, food flow, waste and production planning.
- Equipment & cleaning: documented cleaning routines, fryer filtration and boil-out schedules, flat-top care, equipment startup/shutdown practices and maintenance logs.
- Sanitation & inspection readiness: observable food-safety and cleaning practices, corrective-action needs and available inspection documentation.
- Leadership & accountability: opening/closing checks, manager handoffs, shift supervision, training records and communication.
- Bar operations (where applicable): beverage controls, product storage, waste, basic pour-cost practices and cleanliness.
- Vendor purchasing: review of selected invoices, supplier consistency and opportunities for competitive quotes or introductions.
- Digital presence: review of Facebook, Instagram and TikTok profiles, imagery, positioning and promotional consistency.

### What Tier 1 does not include

This tier does not include employee-wide hands-on training, equipment repairs, professional deep cleaning, hood/exhaust cleaning, a complete menu rebuild, filmed social content or ongoing account management. These may be scoped separately or included in a higher consulting tier.

Safety and compliance: This assessment does not certify compliance, replace licensed inspections or guarantee health/fire department approval. Hood cleaning intervals depend on applicable codes and local authority requirements.

# 03 | DELIVERABLES & EXCEL TOOLKIT

Each client receives a practical set of editable management tools. The purpose is to help ownership track essential operating measures after the assessment, rather than depend on a consultant for every calculation.

## Four Excel workbooks included

| Workbook                           | Purpose / typical fields                                                                 |
|------------------------------------|------------------------------------------------------------------------------------------|
| 1. Daily Sales Tracker             | Daily revenue, sales categories, period comparisons and notes.                           |
| 2. COGS Calculator                 | Beginning inventory, purchases, ending inventory, sales and food-cost percentage.        |
| 3. Labor Percentage Calculator     | Sales, labor dollars, hours and labor percentage by period.                              |
| 4. Cleaning & Inspection Checklist | Daily/weekly cleaning assignments, completion dates, accountability and follow-up items. |

## Workbook delivery & orientation

- Editable Excel files, with clearly marked input cells and basic formulas.
- One scheduled orientation for the owner or designated manager, covering data entry and interpretation.
- Basic adjustment of headings and categories to fit the client concept, subject to agreed scope.
- The client retains copies of the delivered workbooks for internal business use.

## Written report package

- Executive summary: top findings, strengths and priority concerns.
- Financial observations: food cost, labor, selected menu and purchasing opportunities.
- Operational observations: sanitation, equipment, management and guest-service systems.
- Prioritized 30-day action plan with suggested owners, deadlines and tracking measures.
- Social media assessment with five recommended improvements.

## VISUAL GUIDE | HOW THE ASSESSMENT WORKS

A simple, transparent process. Owners know what we review, what we deliver and what happens next.

**01**

### DISCOVER

Owner/GM interview

Define concerns and goals

**02**

### REVIEW

Sales, labor, invoices

Understand the numbers

**03**

### OBSERVE

Kitchen, bar, service

Identify operating gaps

**04**

### PRIORITIZE

Risk, cost and impact

Rank corrective actions

**05**

### DELIVER

Report + Excel toolkit

Review next steps

Outcome: A prioritized, realistic improvement roadmap - not an overwhelming list of changes.

## VISUAL GUIDE | FINANCIAL PERFORMANCE TARGETS

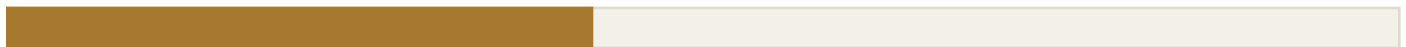
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### RockStar XO preferred operating benchmarks

These are internal planning goals, not universal restaurant industry standards.

#### FOOD COGS

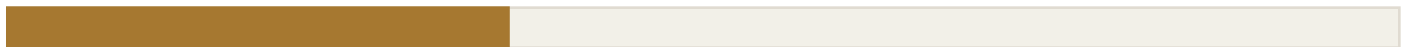
**18% - 21%**



Preferred range for eligible restaurant concepts; evaluate case by case.

#### LABOR COST

**12% - 18%**



Preferred range for eligible restaurant concepts; evaluate case by case.

#### COMBINED PRIME COST

**30% - 39%**



Preferred range for eligible restaurant concepts; evaluate case by case.

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### ILLUSTRATIVE EXAMPLE

**20% food COGS + 15% labor = 35% combined cost**

#### Calculation reference

Food COGS % = Food cost / food sales x 100

Labor % = Labor expense / relevant net sales x 100

Prime cost % = Total COGS + labor expense / net sales x 100

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#### IMPORTANT ACCOUNTING NOTE

Food-only COGS and food-sales denominators are not always comparable to total restaurant prime cost. A full calculation also includes beverage COGS and applicable employer payroll burden, on a consistent net-sales basis.

Benchmarks must be adapted to concept, location, service model and margins.

# 04 | ACTION PLAN & CLIENT EXPECTATIONS

RockStar XO concludes Tier 1 with a structured discussion of findings and a realistic plan for the next 30 days.

## Example 30-day improvement plan

| Priority  | Recommended action                                                      | Suggested owner  |
|-----------|-------------------------------------------------------------------------|------------------|
| Immediate | Correct critical cleaning/documentation gaps and assign accountability. | Owner / GM       |
| Week 1    | Begin daily sales and labor entry in Excel.                             | GM               |
| Week 2    | Review high-cost items and validate selected recipe portions.           | Kitchen manager  |
| Week 3    | Implement revised cleaning sign-offs and vendor quote requests.         | Department leads |
| Week 4    | Review results, unresolved issues and next-phase priorities.            | Owner / GM       |

## Client responsibilities

- Provide timely access to relevant records, personnel and operational areas.
- Identify a decision-maker for discovery, report review and workbook orientation.
- Confirm the scope, site access, confidentiality arrangements and payment terms before work begins.
- Implement recommended changes through its own management team unless additional support is purchased.

## Optional next steps - quoted separately

Hands-on BOH equipment and cleaning training; professional deep-cleaning or hood-service coordination; expanded management coaching; advanced Excel tools; vendor negotiations; social media content creation; and transition into Tier 2 or Tier 3.

## Optional monthly social media support

| Basic               | Growth                | Premium                 |
|---------------------|-----------------------|-------------------------|
| 4 posts + 1 video   | 8 posts + 3 videos    | 12 posts + 6 videos     |
| \$350-\$600 / month | \$750-\$1,200 / month | \$1,500-\$2,500 / month |

Scope note: These monthly marketing services are optional and not included in the \$2,495 Tier 1 price. Content deliverables, filming sessions, revisions and account responsibilities require a separate agreement.

## 05 | SERVICE BOUNDARIES & HANDOFF

We want owners to understand exactly what they are purchasing and what they can expect at the end of the engagement.

### Included in the \$2,495 fee

- One-location operational and financial assessment within the agreed review period.
- Owner/manager discovery and final findings discussion.
- Written executive summary and prioritized 30-day action plan.
- Four editable Excel workbooks and one orientation session.
- Social media assessment and five improvement recommendations.

### Not included unless separately contracted

- Ongoing operational management, full team retraining or one-on-one owner coaching beyond the agreed orientation.
- Detailed full-menu costing, recipe development or new food/bar menus.
- Third-party vendor fees, supplies, deep cleaning, hood cleaning, fire-suppression work or equipment service.
- Creation of promotional videos, photography, social posts or monthly social media management.
- Guarantees of cost savings, revenue increases, inspection outcomes or vendor discounts.

### Final handoff checklist

- ☐ Assessment findings delivered and reviewed.
- ☐ Action plan and priorities explained.
- ☐ Excel files delivered and orientation completed.
- ☐ Owner/GM questions documented; any additional services quoted separately.

Our commitment: Real experience. Practical solutions. Clear next steps. RockStar XO helps owners understand their numbers, recognize operational risks and build a stronger foundation for improvement.

RockStar XO, LLC | Restaurant Consulting | Tier 1 Essentials